## REMARKS

In the last Office Action, the drawings were objected to based on the inconsistent use of reference characters 113, 215 and 216 in the specification and drawings. The title of the invention was objected to. The Examiner proposed a new title.

Claims 1-3, 5-10 and 28 were rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,587,8356 to Treyz ("Treyz"). With respect to claim 1, the Examiner stated that Treyz discloses a method of providing service information through a mobile communication device, comprising the steps of accumulating service information to be transmitted to mobile communication devices (citing col. 9, line 56 - col. 10, line 19), transmitting service information to an arbitrary mobile communication device 12 during intervals between time periods for a main communication process (creating a shopping list performed by the arbitrary mobile communication device) and outputting the service information on the mobile communication device side.

Claims 4 and 14 were rejected under 35 U.S.C. §103(a) as being unpatentable over Treyz in view of U.S. Patent No. 6,640,115 to Fujimoto et al. ("Fujimoto"). Fujimoto was cited as disclosing the step of outputting the service information by determining that the user has performed

a predetermined confirmation operation when an acceleration sensor provided in the portable terminal detects a predetermined acceleration. More specifically, the Examiner stated that Fujimoto discloses the step of controlling an incoming call response operation on the basis of a movement speed of a portable terminal or radio telephone apparatus. In view of this disclosure, the Examiner has taken the position that it would have been obvious to modify the method of Treyz to include a portable terminal that has the control circuit of Fujimoto in order to determine when to output service information on the terminal.

By the present response, the specification has been suitably revised to identify the correct reference numerals shown in the drawings. The specification is now consistent with the drawings and no drawing revisions are necessary. The title has been replaced by the new title suggested by the Examiner. Claims 1-29 have been canceled without prejudice or admission and replaced with new claims 30-66. The newly added claims contain revised versions of the original claims amended in formal respects to improve the wording and place them in better conformance with U.S. practice, and new claims added to obtain a fuller and more comprehensive scope of coverage. Adequate support for the subject matter recited in the newly added claims may be found in the specification as originally filed.

Techniques for enhancing wireless communication have proliferated. However, the cost of such development is reflected by the high telephone rates. Thus, the improvement in service in terms of customer satisfaction has been limited. On the other hand, with the development of enhanced communication techniques, communication systems exist which allow mobile communication devices such as portable telephones to transmit and receive text and graphic data as well as voice signals.

The present invention provides means for offering more user-friendly and inexpensive communication service by more effectively utilizing existing mobile communication infrastructures.

According to one aspect of the present invention recited by newly added independent claim 30, a method of providing service information through a mobile communication device comprises the steps of transmitting service information to a mobile communication device during a main communication process performed by the mobile communication device, allowing a user to decide whether or not to output the service information from the mobile communication device, and outputting the service information from the mobile communication device. Newly added independent device claim 42 contains similar language.

According to the inventive method, while a user is engaged in a telephone conversation or sending and/or receiving a text message over a portable telephone, service information is provided in association with the main communication. Thus, the inventive method improves customer satisfaction and enables a new form of business.

The service information can be any kind of information, such as an advertisement, a quiz, a questionnaire, a prize competition, and information from a portable telephone company.

The inventive method of providing service information through the mobile communication device is further characterized by including the step of transferring the service information from the mobile communication device receiving the service information to a portable terminal capable of direct communication with the mobile communication device and outputting the service information from the portable terminal. In a case where a user cannot see the display of the mobile communication device when using the mobile communication device for telephone conversation, the service information can be output by being displayed on the portable terminal.

In a preferred embodiment of the present invention illustrated by Fig. 1 of the application drawings, a user X

carries a portable telephone 100 and a wrist-worn portable terminal 200. When the portable telephone 100 receives service information during a telephone conversation or text messaging or emailing session, (a main communication process), it transfers the service information to the wrist-worn portable terminal 200. The wrist-worn portable terminal 200 outputs the transferred service information in the form of a visual display or speech.

A portable telephone company Y uses a communication infrastructure to enable communication using the portable telephone 100 in the user X's possession. The portable telephone company Y transmits service information to the portable telephone 100 during intervals of the main communication process performed by the portable telephone. A service information provider Z (such as an advertising agency) provides an advertisement as service information to be transmitted to the portable telephone 100 in the user X's possession.

Fig. 2 of the application drawings illustrates the network configuration of a service information provision system using a portable telephone according to the present invention. The portable telephone 100 and the wrist-worn portable terminal 200 transmit and receive data to and from each other by means of a small wireless device. The portable

telephone 100 is connected to a portable telephone network 300 via a base station 400 to communicate with other portable telephones, landline telephones, and the like. A portable telephone company server 500 is connected to the portable telephone network 300. The portable telephone company server 500 controls portable telephone communications in accordance with a communication protocol and transmits service information. The portable telephone company server 500 manages advertisements serving as service information, and transmits an advertisement to the wrist-worn portable terminal 200 through the portable telephone 100 to enable the wrist-worn portable terminal 200 to output the advertisement in the form of a display while the portable telephone 100 is operated for telephone conversation or the like.

Fig. 7 of the drawings is a communication sequence diagram showing an example of transmission and reception between the wrist-worn portable terminal 200, the portable telephone 100 and the portable telephone company server 500. First, when the portable telephone 100 starts a telephone conversation process continuously with another telephone via the portable telephone company server 500 (101), the portable telephone company server 500 transmits an advertisement or the like to the portable telephone 100 (102). The portable telephone 100 then transfers the advertisement to the wrist-

worn portable terminal 200 (103). The wrist-worn portable terminal 200 notifies the user of the transfer of the advertisement or the like by means of a signal (104) and displays the advertisement (105). Then, when a user's confirmation operation or the like is performed, the wrist-worn portable terminal 200 transmits the result of confirmation to the portable telephone 100 (106). The portable telephone 100 then sends a request for transmission of the next advertisement or other service information to the portable telephone company server 500 (107), and the portable telephone company server 500 transmits the next advertisement or the like in response to the transmission request (108).

The portable telephone 100 again transfers an advertisement to the wrist-worn portable terminal 200 (109). When the confirmation operation is performed, the wrist-worn portable terminal 200 displays the next advertisement (110). The wrist-worn portable terminal 200 transmits the result of confirmation to the portable telephone 100 (111). Subsequently, each time the advertisement information is updated, the above steps are repeated. The portable telephone company server 500 to which the confirmation result is transmitted from the wrist-worn portable terminal 200 adds a point, for example, to data pertaining to the user. The addition of points may be used to provide the user with a

privilege such a gift or enables the user to have additional telephone conversation minutes at no charge.

Fig. 8 is a flowchart showing a process performed by the wrist-worn portable terminal 200. When an advertisement is transmitted during the course of a telephone conversation, the advertisement is displayed (S100) and a confirmation operation is awaited (S110). When the user performs a confirmation operation such as by depressing a button or making a certain wrist motion that is detected by an acceleration sensor, confirmation information is sent to the portable telephone company server 500 through the portable telephone 100 (S102) and information to be displayed is awaited (S104). When the next advertisement is transmitted and received, the process returns to the first step. If no confirmation operation is recognized through a predetermined time period in step S101, the connection to the advertisement information management section 507 of the portable telephone company server 500 is severed (S103) and the process is terminated when the telephone conversation is finished.

Accordingly, a mobile communication infrastructure can be effectively utilized to improve service and customer satisfaction, to provide a new form of business, and to offer more user-friendly and inexpensive communication service.

No corresponding method or structure is disclosed or suggested by the prior art of record.

Treyz discloses a system in which a handheld computing device is used to provide a user with shopping assistance services. A shopping assistance service allows a user to obtain directory information for a shopping mall and to handle shopping lists. The handheld computing device displays promotional material based on the shopping lists and obtains information on products being sold in a store. Additionally, the handheld computing device can communicate with communications equipment in retail establishments using a local wireless link.

Treyz fails to disclose or suggest a step or means for allowing a user to decide whether or not to output service information from the mobile communication device.

Accordingly, Treyz does not anticipate the subject matter recited by the newly added independent claims.

Fujimoto does not cure the foregoing defect. Fujimoto discloses the outputting of information in response to a determination of acceleration. More specifically, Fujimoto discloses the controlling of an incoming call response operation on the basis of a movement speed of a portable terminal or radio telephone apparatus. Fujimoto does not disclose a step or means for allowing a user to decide whether or not to output service information.

Accordingly, the combined teachings of Treyz and Fujimoto neither anticipate nor render obvious the invention defined by newly added claims 30-66.

In view of the foregoing amendments and discussion, the application is believed to be in condition for allowance. Accordingly, favorable reconsideration and allowance of the claims are most respectfully requested.

Respectfully submitted,

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June 9, 2004
Date